

*What is claimed is:*

1. A method for generating a slide presentation for a presentation target, comprising:  
collecting information relating to a number of presentation targets;  
creating a number of presentation definition templates, each presentation definition template including a number of slide descriptions, certain of the slide descriptions including information placeholders; and

generating a slide presentation for the particular presentation target in accordance with the slide descriptions of a selected one of the presentation definition templates, wherein collected information relating to the particular presentation target is substituted for the information placeholders in the slide descriptions of the selected one of the presentation definition templates.

2. The method of claim 1, wherein the presentation targets are potential customers of a sales organization, and wherein certain of the collected information relates to potential sales opportunities between the sales organization and the potential customers.

3. The method of claim 1, wherein the presentation definition template used to generate the slide presentation for the particular presentation target is selected in accordance with a parameter associated with the particular presentation target.

4. The method of claim 3, wherein the particular presentation target is a potential customer of a sales organization, and wherein the parameter associated with the particular presentation target is a primary decision criterion of the potential customer.

5. On a computer readable medium, programming instructions for:

collecting information relating to a number of presentation targets;

creating a number of presentation definition templates, each presentation definition template including a number of slide descriptions, certain of the slide descriptions including information placeholders; and

generating a slide presentation for the particular presentation target in accordance with the slide descriptions of a selected one of the presentation definition templates, wherein collected information relating to the particular presentation target is substituted for the information placeholders in the slide descriptions of the selected one of the presentation definition templates.

6. The programming instructions of claim 5, wherein the presentation definition template used to generate the slide presentation for the particular presentation target is selected in accordance with a parameter associated with the particular presentation target.

7. A system for generating a slide presentation for a presentation target, comprising:

means for collecting information relating to a number of presentation targets;

means for creating a number of presentation definition templates, each presentation definition template including a number of slide descriptions, certain of the slide descriptions including information placeholders; and

means for generating a slide presentation for the particular presentation target in accordance with the slide descriptions of a selected one of the presentation definition templates, wherein collected information relating to the particular presentation target is substituted for the

information place holders in the slide descriptions of the selected one of the presentation definition templates.

8. The system of claim 7, wherein the presentation definition template used to generate the slide presentation for the particular presentation target is selected in accordance with a parameter associated with the particular presentation target.